

Rep Order# 9848234 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 10/19/2012 8:06 AM
Last Received: 10/18/2012 8:48 PM
Showing Buylines: All Lines

1 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product PRIORITIES USA ACTIO
Estimate# 1788
Buyer Media Placement
Phone#
Fax#

Agency () MUNDY KATOWITZ MEDIA
1322 G ST SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1788
Flight Dates 10/20/2012 - 10/22/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	M	630A-7A	GD MRN CINN@6	:60	\$2,800.00	10/22-10/22	1 P1	1	1	\$2,800.00	
	2	M	7A-730A	CBS THS MRNG-1	:60	\$1,900.00	10/22-10/22	1 P1	1	1	\$1,900.00	
	3	SA	730A-8A	LOCAL12NW-SA 7	:60	\$2,000.00	10/20-10/20	1 P1	1	1	\$2,000.00	

---REPORT TOTALS---

Report Totals: 3 / \$6,700.00

---SALES MONTHLY TOTALS---

Oct 12: 3 / \$6,700.00
Sales Totals: 3 / \$6,700.00
Station Totals: 3 / \$6,700.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$23,929	CABL	0%	EKRC	3%	UNKN	0%	WBQC	0%	WCPO	31%
		WKRC	28%	WLWT	22%	WSTR	0%	WXIX	16%		

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Books null
Demos RA35+

ORDER

LOCAL 12

Orders	Order / Rev:	67173
	Alt Order #:	09848234
	Product Desc:	PRIORITIES USA ACTIO
	Estimate:	1788
	Flight Dates:	10/20/12 - 10/22/12
	Original Date / Rev:	10/19/12 / 10/19/12
	Order Type:	GENERAL

Local 12 WKRC-TV
Millennium Washington DC
MINAT
National

Agency	Name:	Mundy Katowitz Media
	Buying Contact:	
	Billing Contact:	
		1322 G Street, SE
		Washington, DC 20003

Cash
Broadcast
EOM/EOC
15%

Advertiser	Name:	Priorities USA Action
	Demographic:	A35+
	Product Codes:	Issues/Propositions
	Priority:	P-1
	Revenue Codes:	AGY, POL-ISS, GEN

00:15:00

Bill Plan				Totals					
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/22/12	3	\$6,700.00	\$5,695.00	October 2012	3	\$6,700.00	\$5,695.00	0.00
					Totals	3	\$6,700.00	\$5,695.00	0.00

Account Executives				
Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC				
			Start Of Order - End Of Order	100%

Order Share	Share	Total
Local 12 WKRC-TV	28%	\$6,700.00
Market	100%	\$23,928.57

Competitive Share	Share	Total
EKRC	3%	\$717.86
UNKWN	0%	\$0.00
WCPO	31%	\$7,417.86
WLWT	22%	\$5,264.29
WSTR	0%	\$0.00
WXIX	16%	\$3,828.57

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKRC	10/22/12	10/22/12	6a Good Morn Cincinnati	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	M-----	1:00	1	\$2,800.00	P-1	0.00	NM	1	\$2,800.00
GD MRN CINN@6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/22/12	10/28/12	M-----	1	\$2,800.00	0.00								
E 2	WKRC	10/22/12	10/22/12	CBS This Morning	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	M-----	1:00	1	\$1,900.00	P-1	0.00	NM	1	\$1,900.00
CBS THS MRNG-1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/22/12	10/28/12	M-----	1	\$1,900.00	0.00								
E 3	WKRC	10/20/12	10/20/12	6a-8a Local 12 News Sat	SaCM	7:30 AM-8:00 AM (7:30 AM-8:00 AM)	-----S-	1:00	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
LOCAL 12NW SAT 7															

LOCAL12NW-SA 7

Order / Rev:	67173	Advertiser:	Priorities USA Action
Alt Order #:	09848234	Product Desc:	PRIORITIES USA ACTIO
Flight Dates:	10/20/12 - 10/22/12	Estimate:	1788

Local 12 WKRC-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKRC	10/20/12	10/20/12	6a-8a Local 12 News Sa	M	7:30 AM-8:00 AM	-----S-	1:00	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
6a-8a Local 12 News Sat (7:30 AM-8:00 AM)															
LOCAL 12NW-SA 7															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/15/12		10/21/12		-----S-	1	\$2,000.00	0.00								
													Totals	3	\$6,700.00